

Minutes of the
APPRENTICESHIP ADVISORY COUNCIL
Advisory to DWD, Bureau of Apprenticeship Standards
and
Wisconsin Technical College System Board

WTCS Office Board Room, Madison, WI
Tuesday, September 18, 2012

MEMBERS PRESENT

Wayne Belanger	Rebecca Hogan	Clay Tschillard
Earl Buford	Henry Hurt	Daniel VandenBush
Gert Grohmann	Dawn Pratt	Mary Watrud
Terry Hayden	Robert Riberich	Marge Wood
Mark Hoffmann	Cathie Tikkanen	

MEMBERS NOT PRESENT

Jose Bucio	Patrick O'Connor	Mark Wieseke
Ralph Hollmon	Ben Rodriguez	
Brent Kindred	Susan Scaffidi	

CONSULTANTS, GUESTS and SPEAKERS

Charles Benn	Apprenticeship Readiness Coordinator, Milwaukee Urban League
Bill Goff	Analyst, DWD-DET-Bureau of Apprenticeship Standards
Scott Hamilton	Madison Area Plumbing JAC
Seth Lentz	Deputy Director, Workforce Development Board of South Central WI
Reggie Newson	Secretary, Department of Workforce Development
John Mielke	Vice President, ABC of Wisconsin
Ken Moore	Section Chief, DWD-DET-Bureau of Apprenticeship Standards
Karen Morgan	Director, DWD-DET Bureau of Apprenticeship Standards
Jane Pawasarat	Director, DWD/DET Bureau of Workforce Training
Katie Roberts	WTCS Education Director – Service Occupations & Related
Owen Smith	Analyst, DWD-DET Bureau of Apprenticeship Standards
Dan Sperberg	Training Director, Operating Engineers Local 139
Joe Weisling	Southeast Wisconsin Area Carpentry JAC
Kathy Wellington	Analyst, DWD-DET Bureau of Apprenticeship Standards
Dennis Winters	DWD Chief Economist and OEA Administrator

Call to Order, Welcome and Introductions:

The meeting was called to order at 10:04 am by Co-chair Riberich, with self-introductions of all present.

Co-chairs Hayden and Riberich made a special presentation acknowledging the recent induction of Karen Morgan into the United States Apprenticeship Association (USAA) Donald Grabowski Hall of Fame. The Co-chairs presented flowers to Ms. Morgan and read aloud the award nomination, noting that she was nominated by the National Association of State and Territorial Apprenticeship Directors and joins a prestigious group of members who have provided outstanding service to apprenticeship throughout the nation.

Wisconsin's Workforce Development System:

Members heard about Wisconsin's Workforce Development system from presentations by Ms. Jane Pawasarat, Director of DWD's Bureau of Workforce Training and Mr. Seth Lentz, Deputy Director of the Workforce Development Board of South Central Wisconsin.

Ms. Pawasarat used a powerpoint presentation to guide members through a high-level overview of the Workforce Investment Act (WIA) in Wisconsin, which has been in place since 1998:

- Title I covers approximately \$41 million in federal training funding for Adults, Youth & Dislocated Workers and is managed by DWD/DET in partnership with local Workforce Development Boards (WDBs):
 - Establishes State's workforce "system"
 - Federal funding is distributed to each workforce development area based on a federal formula.
 - Local Workforce Development Boards develop comprehensive plans which include various types of workforce training solutions:
 - Occupational skills training
 - On-the-Job Training
 - Workplace training & related instruction
 - Skill upgrading and retraining
 - Job readiness training
 - Remedial, Adult, Literacy education
 - Apprenticeships
 - Provides a single point of access through 26 comprehensive job centers
 - Designed to meet the needs of businesses and jobseekers
 - Governor's Council on Workforce Investment is the required entity that oversees the State's workforce system
- Title II is Adult Education and Family Literacy and is managed by the WI Technical College system.
- Title III is the public labor exchange, also known as Wagner-Peyser, and is managed by DWD/DET through its Bureau of Job Service.
- Title IV is Vocational Rehabilitation and is managed by DWD's Division of Vocational Rehabilitation.

Ms. Pawasarat described efforts to link WIA and Apprenticeship, noting that DET issued a May, 2011 policy promoting partnership efforts at the local level. She stated that the State's WIA State Plan provides for expanded partnerships in several specific areas:

- Broadening State training list with registered apprenticeship programs for consumer choice
- Recommending a member of the WI Apprenticeship Advisory Council serve on the Governor's Council on Workforce Investment
- Partnering of the youth apprenticeship to adult apprenticeship in manufacturing
- Infusing adult apprenticeship in local WIA on-site technical assistance and monitoring

Mr. Lentz began his discussion with a description of the rural and urban area served by the Workforce Development Board of South Central Wisconsin (WDBSCW). He noted that Wisconsin has 11 such Boards throughout Wisconsin, and informed members that no two are exactly alike. He stated that the Board structure, as designed by the Workforce Investment Act of 1998 (WIA), deliberately allows for approaches, priorities and strategies that will best meet the needs of a defined local area. From a worker or jobseeker perspective, he said the overriding objective of a good workforce development system, in the broad sense, is to encourage, support and guide people into a career path that they want, that they can successfully achieve and that will support them in the long term. Mr. Lentz pointed out WDBSCW's work in the area of industry engagement and noted that this type of ongoing partnership with industry is critical to the success of any workforce development effort.

Mr. Lentz engaged Council members in a lively discussion about WDBSCW activities and general workforce development strategies. He assured members that the Council's 2007 effort to partner with WIA was a valued overture. He supposed it did not flourish because it was followed, almost immediately, by an economic decline that consumed everyone's attention. He reminded members that the WDBs exist to better align existing workforce resources, to promote efficiencies and outcomes, and to innovate and modernize those system, where necessary. He encouraged members to again reach out to Wisconsin's WDBs to help them more fully understand the world of Apprenticeship so that they can become better partners in promoting and expanding Apprenticeship as an excellent solution for today's training and workforce needs.

Co-chair Riberich thanked Ms. Pawasarat and Mr. Lentz for appearing before the Council to discuss the WDBs and WIA. He stated that the Council will work with Ms. Morgan and her staff to identify ways to partner with WIA at the state and local (WDB) levels.

What to Expect for Wisconsin's Economy:

Co-chair Riberich welcomed Mr. Dennis Winters, DWD Chief Economist, and noted that the Council was fortunate to hear from him two meetings in a row. Ms. Morgan clarified that new projections became available shortly before this meeting and, although the projections are not yet officially released, Mr. Dennis generously agreed to provide a "preview" update. Mr. Winters provided a handout with several pages of charts and graphs and walked members through the handout. Notable in his discussion:

- We are in a backward-bending supply curve in which the quantity of workers has flattened out and we are now at the crust of the chronically unemployed.
- Construction is seeing a positive trajectory, but will likely never return to pre-recession levels.
- He clarified that, five years ago retirees were getting younger, but the age is creeping back up. Workers may extend their working years by a year or two, but can't stay forever - especially in the construction trades.
- Manufacturing employment peaked in 1999. The growth openings will not return, but there will be replacement openings for skilled workers.
- Apprenticeship can help employers with two pressing needs: the need for skilled workers, and the need for workers in the workplace right now.

Ms. Morgan reminded members that the data provided has not yet been released to the public. Several members asked if Mr. Winters' powerpoint presentation was available in digital format. Ms. Morgan stated that it would be made available when approved for release.

Welcome and Remarks by DWD Secretary Reggie Newson:

Secretary Newson thanked the members for allowing him to stop in and stay in touch with the issues facing the Council. He spoke briefly about the recently released "Sullivan Report" and its key recommendations to help develop the state's workforce through existing tools such as apprenticeship (both youth and adult), the labor exchange (Job Service) and the Job Center of Wisconsin online system, DWD's labor market information system, and the state's network of WDBs. He informed members that the state is early in the budget process, noting that the process will be guided by the Sullivan Report and the anticipated Be Bold II report. He stated that Apprenticeship will be front and center as a solution for today's workforce issues. Secretary Newson also noted that the budget includes a shift in funding for DWD's Bureau of Apprenticeship Standards - returning BAS to its traditional fund source of General Purpose Revenue (GPR) after having been temporarily funded by Reed Act funds for the past six years.

Secretary Newson then requested members to join him in congratulating Ms. Morgan on her recent induction to the USAA Hall of Fame. He presented her with, first, a proclamation plaque in recognition of her contributions to apprenticeship and second, a personal letter of commendation from Governor Walker, which he read aloud. Members and guests joined the Secretary in a round of applause for Ms. Morgan.

Break:

The Council broke for lunch from 11:46 am. Co-chair Riberich reconvened the members at 12:29 pm.

Approval of Minutes

Co-chair Riberich referred members to the minutes of the May 29, 2012 Council meeting, which were included in the meeting packet. By unanimous voice vote, the Council approved the minutes of the May 29, 2012 meeting.

Strategic Plan - Final Review and Approval:

Ms. Morgan presented a final version of the Strategic Plan, noting that changes were made to Goal One on page 5, based on recommendations from the May meeting. She also noted additions relating to increased partnership with WIA, as mirrored in the WIA 5 Year State Plan. Upon review, Ms. Marge Wood identified three grammatical errors on page 7. Motion by Ms. Dawn Pratt to approve the plan with the grammatical corrections identified by Ms. Wood. Second by Mr. Clay Tschillard. Motion passed.

Sub-Committee Reports:

Co-chair Hayden assumed leadership for the remainder of the meeting. He called upon Ms. Hogan to report on the Educational Linkages activities.

Educational Linkages: Ms. Hogan reported that the Sub-Committee had been concentrating their efforts on development of the “Road to Apprenticeship” concept that is being designed as a tool to assist individuals as they navigate the various pathways to a successful apprenticeship. Ms. Morgan joined Ms. Hogan in presenting Sub-Committee activities. They reported Sub-Committee activity as follows:

- The “Future Starts Now!” apprenticeship booklet was presented as a handout. Five new “Earn, Learn, Succeed” apprenticeship flyers were presented as handouts. The flyers each target a specific recipient: Parent, K-12 Teacher, Technical College, potential apprentice, and workforce system.
 - Mr. Kindred encouraged the distribution of the booklet and flyers throughout the K-12 systems. Ms. Morgan confirmed that this is the intention of the Sub-Committee and will bring his request to their next meeting.
 - Mr. Tschillard inquired about web-friendly PDF versions of the booklet and flyers. Ms. Morgan agreed that this would be an appropriate use for the flyers and will have staff produce them in this format.
 - Ms. Pratt and Mr. Earl Buford requested a supply of the Parent - Earn, Learn Succeed flyer for next week’s meeting at MPC, which the Governor will also attend. Ms. Morgan agreed to work with them to provide approximately 50 of the flyers.
- The Sub-Committee has not set their next meeting date at this time.

Equal Access Sub-Committee: Co-chair Hayden asked Mr. Hurt to present the Equal Access Sub-Committee report. Mr. Hurt reported that the Sub-Committee had met on three occasions since the last Council meeting. He reported that the Sub-Committee has completed work on the Wisconsin Apprenticeship Mentor Training Guide and the publication is ready to go to print, upon approval of the Council.

- He referred members to the draft copy of the guide and related materials from their member packet, describing various elements of the Training Guide, Facilitator’s Guide and accompanying powerpoint slides.
- He reported that BAS is currently finishing up a short video that will be included in the powerpoint.
- Members watched a brief DVD-based video on Diversity, which Mr. Hurt recommended as part of the Mentor training. Members discussed its inclusion and generally agreed that it should be included.
- Ms. Morgan stated that the tools are intended for use throughout the apprenticeship community and encouraged members to get the word out about their availability. She reminded members that these tools were developed with a specific purpose in mind – to help reverse the trend of higher cancellation rates of women and minorities when compared to white, male apprentices.

Mr. Hurt made a motion to approve the mentor training materials, as presented, for print and distribution. Second by Ms. Watrud. Motion passed.

Policy and Standards Sub-Committee: No report - no meetings since last Council meeting.

Outreach Sub-Committee: No report - no meetings since last Council meeting.

US DOL Recognition of Wisconsin’s Apprenticeship Program:

Ms. Morgan referred members to the undated letter from USDOL/ETA’s John Ladd, which was received by DWD on July 6, 2012, and to DWD’s July 23, 2012 reply, which she authored. She reminded members that DWD had responded to a number of issues raised by USDOL in regard to Wisconsin’s apprenticeship program structure. Ms. Morgan reported that USDOL, in the letter referenced above, approved all of Wisconsin’s responses but then identified a new concern relating to Wisconsin’s DWD 295.10, Family-owned construction business. Ms. Morgan referred members to the concerns stated in the USDOL letter and to the manner in which DWD addressed those concerns in the July 23rd reply. She summarized the response as, “in short, we assured them that the referenced language is not and has not been applied in any manner and will be removed as part of the next update of the rule. USDOL/ETA has verbally indicated that this satisfies their concerns. However, Ms. Morgan has requested confirmation, in writing, that Wisconsin has met all requirements and that DWD/BAS is certified as the State Approving Agency.

75th Anniversary of the National Apprenticeship Act:

- **National Education and Action Summit:** USDOL celebrated the 75th anniversary of the Fitzgerald Act with a display and conference at that National Mall. Wisconsin was invited to display selected posters and

photographs from the Centennial Exposition. Ms. Morgan referred members to the conference materials, “Outeducate, Outbuild, Outinnovate” in their meeting packet.

- **Innovators & Trailblazers Award:** Ms. Morgan reported that Wisconsin was one of two state agencies to be honored with this award from USDOL, noting that the other awardees were employers, unions and educators. Ms. Morgan reported that she participated in the conference as a keynote panel member and breakout session presenter. She informed members that Wisconsin is also currently highlighted on the USDOL/ETA online Community of Practice.
- **Effectiveness Assessment and Cost-Benefit Analysis of Registered Apprenticeship:** Ms. Morgan referred members to a recent Mathematica study titled, “An Effectiveness Assessment and Cost-Benefit Analysis of Registered Apprenticeship in 10 States.” She directed members to findings cited in the Executive Summary:
 - RA participants had substantially higher earnings than did nonparticipants.
 - The benefits of the RA program appear to be much larger than the costs.
 - Female apprentices expressed positive views of RA but recommended some changes to promote women’s success.
 - RA programs are largely similar in OA and SAA states.

Ms. Morgan reported that conference attendees were very vocal in their desire for a study and data that focuses on an employer’s return on investment in relation to apprenticeship. She stated that it is her hope that USDOL heard that message loud and clear at the conference and will produce this type of data.

Ms. Morgan stated that she used the conference venue and her panelist role to remind USDOL that not all states are federal, which was not always apparent in the way USDOL presented apprenticeship during the conference. She also pressed for funding of SAA programs through specific WIA allocation of 10-15%.

SAGE Grant Update:

Co-chair Hayden called upon Mr. Owen Smith and Mr. Bill Goff to provide a status update on SAGE grant activities. Members viewed a powerpoint presentation and received a handout of the slides, a summary of which follows:

- Participant levels are at 3,189 of projected 4,508; Spending is at \$4.89 million of projected \$6 million; remaining \$1.5 million (approximate) is targeted primarily to manufacturing.
- 621 individuals have received supportive services totaling \$747,000 over the life of the grant; grant limit of 5% for supportive services has been met; BAS has requested a waiver to exceed 5% in this spending area; members Buford, Tschillard and Watrud each expressed a need for additional funding in this area.
- 5 new programs have been created, most recently the Industrial Manufacturing Technician (Aug, 2012). It was noted that the Wastewater Treatment Plant Operator is still not producing apprentices, but is receiving national attention. Energy Auditor will be sixth new program, with focus groups to begin in Oct, 2012, if the decision is made to move ahead.
- 21 existing programs have received upgrades of equipment and/or curriculum.
- Mr. Buford recommended that BAS contact WECC to forge some type of connection between apprenticeship, possibly SAGE, with WECC’s \$19 million, 3-year grant for commercial retro-fits.
- Mr. Wayne Belanger, Training Director of ABC of Wisconsin, spoke positively about the SAGE-funded simulator lab at their Madison training center. He praised the availability of these simulators as a new concept in training and noted that they are fortunate to also have an instructor who has experience with the simulators.
- Mr. Dan Sperberg, Training Director of Wisconsin Operating Engineers Local 139, expressed appreciation for the new simulator equipment funded by the SAGE grant, providing a quick description of several simulators, including grader, dozer, and loader and described how they have been incorporated into apprentice training. He noted that journeyworkers have also been able to take advantage of the new training methods and cited a recent Hazmat class as an example.

Ms. Morgan reported that BAS will examine grant expenditures and obligations in early 2013, re-obligating funds where necessary. She informed members Mr. Smith is now a permanent employee with BAS, having accepted the position vacated by Steve Roberts.

Manufacturing Awareness Month:

Ms. Hogan reported that October is “Manufacturing Awareness Month”, with many targeted activities, tours, open houses and media events planned. She encouraged members to get involved to showcase apprenticeship.

- The designation was moved from May to October in order to better attract and interest students.

- WMC is partnering with DPI, DWD, Governor's Office and manufacturers throughout the state.
- The websites of WMC and Manufacturing Matters! both have information on events.
- Kick-off will be October 5th, which is the official "Manufacturing Day".

Ms. Morgan stated that she is open to ideas and member involvement in promoting apprenticeship during the month of events. She will work with Secretary Newson to showcase manufacturers who sponsor apprentices. Members suggested those with lots of name recognition, such as Caterpillar or MasterLock, and agreed to channel any additional ideas to Ms. Morgan.

2014 Biennial Conference Discussion:

Co-chair Hayden asked Ms. Morgan to provide an update on conference planning activities. She reported that she had followed up on the Council's May, 2012 suggestion to explore the Dells as the conference location. She reported that Chula Vista submitted a surprisingly good proposal which included:

- Prime meeting space at no cost; accommodates 350 – 500 easily, but able to accommodate more
- Free Audio/Visual in meeting rooms
- State rate for rooms (\$70 single, \$99 double)
- Ability to have traditional Hospitality Room

General discussion following, during which the following suggestions were made:

- Broaden the scope of workshop/presentation topics by inviting a wide range of individuals to submit presentation proposals.
- The expo is a positive activity that fits with the Strategic Plan.
- Explore linkages with partners such as the WDBs and the Native American Initiative – use it as a tool to engage and inform them.
- Have Dennis Winters present (general and enthusiastic consensus).
- Invite students and their parents.

The following individuals volunteered for the conference planning committee: Mr. Belanger (or designee), Mr. Hayden, Mr. Hurt, Ms. Pratt, Mr. Tschillard (or designee), Ms. Watrud, Ms. Wood (or designee).

After discussion, Mr. Hurt made a motion to hold the 2014 Biennial Apprenticeship Conference at Chula Vista Resort in Wisconsin Dells, and to move forward with planning for the conference, with dates tentatively set as January 26-28, 2014. Second by Ms. Pratt. Motion passed.

WTCS Update:

Ms. Wood introduced members to the newly hired Ms. Katie Roberts, who is a WTCS Education Director for Service Occupations & Related Apprentices. Ms. Roberts discussed 2011 Wisconsin Act 190 – Barbering Licensure, which relates to separation of the licensing requirements, regulation and rule-making authority for barbering and cosmetology and which went into effect on July 1, 2012. Ms. Roberts has been working with the State Committee as they accommodate the new legislation.

Ms. Wood provided members with a current list of WTCS Apprenticeship Coordinators and contact information. She reported that apprenticeship numbers are finally stabilizing at the tech colleges, but noted that there is still plenty of room for more apprentices in existing classes. She referred members to the WTCS Apprenticeship Vision included on the contact listing, noting that the words, "collaborative effort" should be in bold print within the vision statement. Ms. Wood also reported on a new tracking system that links the data of the K-12, WTC and UW systems and makes cross-system reporting and follow-up much easier.

DPI Update:

Mr. Kindred was excused due to his attendance at the SkillsUSA National Board of Directors meeting in Washington, DC. However, he prepared materials for the meeting and provided them through Ms. Morgan. Members received a DPI Technology and Engineering In-service brochure, a SkillsUSA WI Important Dates calendar, and a written update which was read aloud by Ms. Morgan.

Statistically Speaking:

Ms. Wellington reviewed the apprenticeship statistics from the meeting packet and gave a brief overview of the data. Statistical highlights included:

- Sept 1, 2012's active pool of apprentices is down 5% from a year ago and down 29% from five years ago.
 - Construction apprentice pool of active apprentices remains well below last year and five years ago.
 - Industrial apprentice (active) numbers posted a 4% increase over both last year and five years ago.
 - The pool of active Service contracts outpaced last year in all 2012 months, but is still below 2007.
- 2012 YTD through Sept 1 shows a 24% increase in new contracts, compared to same period last year.
 - New Construction apprentice contracts are up 25% over last year, still down 48% from 2007.
 - New Industrial apprentice contracts are up 41% over last year, also up 43% over 2007.
 - New Service apprentice contracts are up 12% over last year, but still down 15% from 2007.

Next Council Meeting:

Co-chair Hayden schedule the next meeting for 10:00 am on Tuesday, January 22, 2013 at a Madison-area location that is yet to be determined.

Adjourn

Co-chair Hayden called for any other business to come before the Council. Hearing none, he called for a motion to adjourn. Motion by Mr. Gert Grohman to adjourn. Second by Mr. Tschillard. Motion carried and the meeting was adjourned at 2:35 pm.

Respectfully submitted by
Kathy Wellington, Recorder